



NEWS RELEASE

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New Identity Theft and Privacy Protection Public Service Announcements Released

Six 30-second radio PSAs offer tips on how to protect privacy, prevent identity theft

SACRAMENTO – The California Department of Consumer Affairs today released six 30-second Public Service Announcements (PSAs) aimed at helping Californians protect their privacy and fight identity theft.

The PSAs, designed to be aired on California radio stations, offer specific information about things Californians can do to ensure that their identities are not stolen.

“The things mentioned in these Public Service Announcements are things all Californians should be doing,” said Charlene Zettel, Director of the California Department of Consumer Affairs. “There are concrete steps Californians can take to help keep them from becoming victims of the nation’s fastest-growing crime.”

More than nine million people across the country were victims of identity theft last year, including more than one million in California. Last week, the Department of Consumer Affairs released a report from its first identity theft summit held in Sacramento in March of this year. A second identity theft summit is scheduled for February 23, 2006 at the Los Angeles Convention Center.

Governor Arnold Schwarzenegger addressed the issue in his weekly radio address on Saturday (October 15), outlining some of the steps Californians can take to prevent identity theft and providing them with information about what to do if they have become victims of identity theft.

The six PSAs released today can be heard at the California Office of Privacy Protection Web site at www.privacy.ca.gov.

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